



Entrepreneurial Behavior: Transforming an Innovative Idea Into an Entrepreneurial Product: Another Open College Textbook* (Paperback)

By Compiled By Textbook Equity

Createspace Independent Publishing Platform, United States, 2011. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. The overall aim of this book . . . is to provide you with opportunities to consider and reflect on the personal aspects involved in transforming an innovative idea into an entrepreneurial product. Do you have strong enough leadership and management skills? Enough motivation and support? How about your team? This book should be required reading for every team member, whether your company is a start-up or long-established. Know thyself and thy team. Strengthen your strengths and remove your weaknesses. Be knowingly successful.



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